

**Addendum I**  
**Office of Community Development**  
**Written Inquiries & Responses for**  
**Communications & Outreach Services**  
**RFP #107140-061**

This addendum is hereby officially made a part of the  
referenced RFP.

1. Do you anticipate extending the bid due date?

**Answer:** No, we do not anticipate extending the due date for proposal submission, which is 3 PM on, December 16, 2020.

2. What additional details are you willing to provide, if any, beyond what is stated in bid documents concerning how you will identify the winning bid?

**Answer:** The RFP is very specific about the grading process. This process will be followed in grading the responsive proposals submitted. Please refer to RFP Section 1.29, Notice of Intent to Award and Part 3: Evaluation.

3. Was this bid posted to the nationwide free bid notification website at [www.mygovwatch.com](http://www.mygovwatch.com)?

**Answer:** No.

4. Other than your own website, where was this bid posted?

**Answer:** In accordance with state procurement laws, this RFP was posted on the state's website, <https://www.cfprd.doa.louisiana.gov/osp/lapac/dspBid.cfm?search=department&term=4> and advertised in the following Louisiana newspapers; Baton Rouge Advocate, New Orleans Advocate, Monroe News Star and the Lake Charles American Press.

5. Whether companies from Outside USA can apply for this? (like, from India or Canada)

**Answer:** Yes, but the proposer must be able to satisfy all the requirements of the RFP.

6. Whether we need to come over there for meetings?

**Answer:** Yes, the selected proposer(s) may be required to attend in-person meetings in Louisiana. No travel expenses will be paid under the resulting contract(s).

7. Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

**Answer:** Some of the tasks will require that staff be present onsite in Louisiana.

8. Can we submit the proposals via email?

**Answer:** No, proposals must be submitted in accordance with RFP Sections 1.7, 1.10 and 1.11.

9. Is there an incumbent currently providing these services?

**Answer:** There is an incumbent contractor currently providing these services, Emergent Method, LLC. The contract number is PO 2000343092.

10. Are the services in this RFP continually needed, even beyond the term of the resulting contract, and therefore may be bid out again?

**Answer:** These communication and outreach services are needed on a continuing basis, as long as the Office of Community Development (OCD) has continuing CDBG Disaster Recovery and Mitigation funds to administer. The level of need may vary from time to time based on nature and scope of programs. The standard contract term is three (3) years.

11. Is {Potential Proposer} allowed to send other examples of work from projects with industries/companies not related to the current proposal?

**Answer:** Yes

12. What is the current advertising agency?

**Answer:** See the answer to question number 9.

13. What is the reason for leaving that agency?

**Answer:** The contract for these services is limited to three (3) years.

14. What is the media budget?

**Answer:** The final budget will be determined during contract negotiations. The contract period will be three years and the amount to be spent will be based on the needs of OCD's CDBG Disaster Recovery and Mitigation programs.

15. What is the creative budget?

**Answer:** See the answer to question number 14.

16. What are the currently recognized weaknesses in the current organizational structure of the organization? How may this impact the implementation of a successful marketing plan?

**Answer:** OCD is not aware of any weaknesses in its current organizational structure which may impact the implementation of a successful marketing plan.

17. Are any private organizations performing similar tasks that may interfere with the success of the current project?

**Answer:** No.

18. Section [1.9.8.1](#) states that personnel of the awarded proposer will work “a maximum of forty (40) hours per week onsite to complete the tasks assigned.” Is it anticipated that awarded proposer will be collocated in offices with OCD-DRU or that the proposer establish a local office?

**Answer:** Selected proposer(s) are not expected to work in the OCD office but will be required to be present at meetings across the state of Louisiana. Note that RFP Section 1.33.1 specifies that no travel expenses will be paid to the selected proposer(s).

19. Is there an incumbent provider of the services solicited in the RFP or have the services been undertaken in house?

**Answer:** See the answer to question number 9.

20. Task 3 notes that the awarded proposer may be responsible to maintain current website and mass social media sites. Which social media platforms are currently in use by OCD-DRU? On which platform is the website built?

**Answer:**

The current website and social media platforms are:

Louisiana Watershed Initiative, [watershed.la.gov](http://watershed.la.gov): Craft CMS / Facebook, Twitter, Instagram, LinkedIn

Isle de Jean Charles Resettlement, [isledejeancharles.la.gov](http://isledejeancharles.la.gov): Drupal CMS / Facebook

Restore Louisiana, [restore.la.gov](http://restore.la.gov): WordPress CMS / Facebook

LASAFE, [lasafe.la.gov](http://lasafe.la.gov): WordPress CMS

21. Section 2.2: Task 1 includes the following: “Prepare designated spokesperson(s) for media interviews and conduct subsequent critique sessions as needed.” Will the designated spokesperson(s) be a member of OCD’s staff, or a member of the awarded proponent’s staff?

**Answer:** Both the OCD and selected proposer(s) may participate in media interviews and follow-up critique sessions as needed. All public communications must be approved by the OCD.